

The Cricketer Magazine Insert Programme

the
cricketer

Monthly Insert Volume: **46,000**

Cost Per '000: **£50**

MAGAZINE MAILING

*Reduced Rate Available For
Media & Print Package*

PROFILE

- Male
- ABC1
- Aged 45
- Average household income
£46k per annum
- Educated readers who read
The Daily Telegraph and are
Senior Management
- Interested in luxury food and
overseas travel

SOURCE

- TBC

BACKGROUND

The Cricketer Magazine (formerly The Wisden Cricketer) is the worlds biggest selling cricket magazine and the leading voice for cricket enthusiasts. The magazine covers cricket in all its forms across the globe although focuses mostly on the fortunes of cricket in England and the national team, with in-depth interviews and contributions from some of the leading cricket journalists and former players.

Their insert programme gives you the opportunity to target The Cricketer readers who are typically affluent AB individuals, mostly male, aged between 35-55 years with average earnings of £46,000. The majority are married with young children whose interests also include fashion, the investment markets, gourmet food and fine wine and overseas travel. They are typically well-educated and employed in senior management positions who mostly read The Daily Telegraph or The Times.

INSERT SCHEDULE AND AVAILABILITY

21,000 subscriber inserts available each month
25,000 newsstand inserts available each month

Issue	Delivery	On Sale
January	Friday 9th December	Friday 16th December
February	Friday 13th January	Friday 20th January
March	Friday 17th February	Friday 24th February
April	Friday 16th March	Friday 23rd March
May	Friday 13th April	Friday 20th April

Call for approval and availability

USEFUL INFORMATION & RATES

Inserts £50

Rates based on A5, 10grams. Heavier inserts accepted at an additional charge - please enquire. Commission to DMA Members: 10%

Information updated monthly

Check out our website at: www.medialabgroup.co.uk

Or telephone **+44 (0)20 7534 1760**

MediaLab Group
3rd Floor, Avenue House,
25-27 Shaftesbury Avenue,
London, W1D 7EQ



Contact us on: 020 7534 1760
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Website: www.medialabgroup.co.uk

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EXAMPLES



RESTRICTIONS

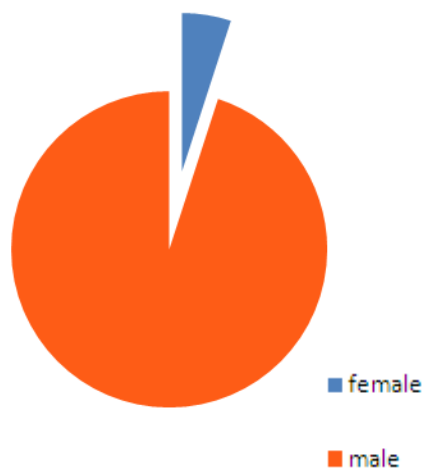
- Sample insert submitted for approval
- Minimum order: 21,000
- Maximum size: A5
- Maximum weight: Please enquire
- First time order with MediaLab must be prepaid
- Planning commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request
- Insert agreement must be signed by advertiser

- Check out their website at:

www.widencricketer-magazine.co.uk

ILLUSTRATED PROFILE

Gender



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